# KAJIMA

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# HOTEL MONTEREY SERIES—

## Realizing True Hospitality by Combining

THE OWNER'S POLICY WITH KAJIMA'S COMPREHENSIVE CAPABILITIES

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Offering a sense of high-class and refinement, the HOTEL MONTEREY SERIES is enjoying rising popularity for its distinctive characteristics, designing each hotel according to a specific theme. Beginning in 1984 with work on HOTEL MONTEREY SANNO in Tokyo, up to the recently opened HOTEL MONTEREY EDELHOF SAPPORO, Kajima Architectural and Engineering Design Division (Kajima Design) has handled nine hotels in the HOTEL MONTEREY SERIES. This task included a range of activities—from planning, design, and construction to the overseas procurement of furniture, fixture, and equipment.

An ongoing theme for the HOTEL MONTEREY SERIES has been Europe. For example, the HOTEL MONTEREY KOBE resembles a middle-age Italian monastery, HOTEL MONTEREY AMALIE is based on a 15th-century, Danish, luxury sailing ship, and HOTEL MONTEREY SAPPORO was planned in accordance with traditional

English design. While projecting such a diverse range of European themes, these hotels are also developed based on the concept of "hospitality one would expect when invited by the owner of a mansion." This hotel series is carrying out a "paradoxical" development of its business that runs counter to the present conventional wisdom in Japan's hotel industry.

In terms of size, these hotels are not large enough to compete with Japan's leading hotel chains. For example, the HOTEL MONTEREY GINZA and the HOTEL MONTEREY LA SOEUR were opened in 2000 as true "petite" hotels in the image of a Parisian apartment. The first hotels of their kind to be opened in urban centers, these hotels are situated just a short stroll from a main street in a manner befitting a stylish boutique, which gives them a special charm as "hidden private retreats."

Regarding the interior, although perhaps initially confused by the hotels' labyrinth-type lobbies, guests gradually become accustomed to this environment and are given a feeling "that they have been a guest at a mansion." Adhering to respective themes, each interior encompassing furniture and personal effects produces picturesque spaces. Each hotel aims to project a unique image by avoiding the use of existing designs for any items, ranging from logos to pamphlets, restaurant names, menus, uniforms, and even such small items as matches. To ensure the proper execution of themes, Kajima Design is involved as a team in the architecture, construction, interior design, and graphics.

The success of the HOTEL MONTEREY SERIES is brought about as a result of blending the owner's policy of preference for realizing true hospitality with Kajima Design's concepts. Kajima's relationship with the hotels' owner, Osaka-based Maruito Co., Ltd., began when Kajima introduced them to available land in Sanno and proposed the management of a hotel. Among its wide-ranging real estate businesses, Maruito is placing particular emphasis on its hotel business and has a sound policy for its development. Rather than relying on ordinary market surveys, Maruito has formulated its own methods to determine the locations for their hotels as well as the future policies.

On the other hand, Kajima Design believes that one of its crucial roles as a professional organization is to serve as an overall coordinator to skillfully sublimate the owner's design preference. From the planning phase to detailed design, for 15 years Kajima Design and Maruito have continually made mutual proposals for concepts for new hotels.

As part of efforts to establish a clear-cut concept and foster a deeper mutual understanding with Maruito when starting a project, we make three separate observation trips together visiting foreign cities that will serve as the theme for a hotel. On the first trip, we seek essential concepts by thoroughly observing the city, focusing on local hotels, monasteries, and churches. The second trip is to create concrete ideas for hotel interior work as well as furnishings and pictures. On the final trip, we make our procurements.

In the actual work process, we use a specialized method called the ageing method to give the interior an antique finish. Also, we work together energetically with workers on-site, focusing our attention on the most minute details. This includes painting pillars as true as stones and intentionally cracking carefully piled rocks to project an old-fashioned image. Such meticulous attention to detail ensures that Maruito's ideas are skillfully projected on every scale. For both the owner and designers of the HOTEL MONTEREY SERIES, profitability is another critical criteria. As the manager, the owner naturally makes stringent demands to maximize the efficiency of floor space. To satisfy the demand, while still following the very concept for the hotel, it becomes essential to adroitly use replica objects along with authentic artifacts to convey the point of the theme. Kajima Design is well positioned to respond to such needs while optimizing its own profitability.

Through these efforts, despite their high-quality and prime locations, we were able to create reduced-priced hotels that receive overwhelming popularity with single women, the hotels' targeted market. Boasting extremely high occupancy rates, these hotels have successively secured not mere repeat customers, but what they call "HOTEL MONTEREY SERIES repeaters." If an individual design company handled the design, the hotels would merely be a product that emphasizes the architect's pride. However, by making total support possible without limiting our involvement to segmented phases of the project, only the design division of a design-build company could realize hotels that reflect the personality of the owner as well as further establish its identity in this continuous collaborative process.

# Kajima around the World

**From Japan**

## 32nd Japan-U.S. Midwest Joint Conference

Over a three-day period from September 10, 2000, the 32nd Japan-U.S. Midwest Joint Conference was held at the Imperial Hotel in Tokyo. Kajima chairman Rokuro Ishikawa served as the Japanese conference chairman. The Japan-U.S. Midwest Joint Conference was established in 1967 and is convened annually by businesspersons and opinion leaders from Japan and 10 U.S. Midwest states with the aim of promoting deeper mutual understanding and economic ties. Based on the theme "Globalization and Information Technology," this year's conference was attended by 260 people, including Takeo Hiranuma, Minister of International Trade and Industry, Kosaku Inaba, Chairman of the Japan Chamber of Commerce and Industry, and Masaru Hayami, Governor of the Bank of Japan.

## Participation in Internet Fair 2001 Japan

To celebrate the beginning of the new millennium and advance Internet use in Japan, the Japanese government will hold Internet Fair 2001 Japan. In this fair, each pavilion (Web site) will present its exhibition's content on the Internet. Approximately 200 groups, including local public organizations and corporations, will participate in the organization of various events over a period of one year, starting December 31, 2000. The Kajima Group chose the theme "2001: An Urban Odyssey" and has produced a Web site in which audiences all over the world can enjoy and learn about the culture, design, and technology of other cities and urban communities. Some of the main points of interest in the Kajima Group's Web site (http://www.inpaku.kajima.co.jp/) are:

(1) "Construction Museum"—an attempt to find entertainment in cities. For example, various episodes and technologies relating to such well-known city landmarks as skyscrapers and bridges are virtually presented from the past, present, and possible future through the use of computer graphics and movies.
(2) "Design Forum"—the planning and designing of a city through the Internet by domestic and international teams. These teams will collaborate in an on-line forum to create futuristic city models. Broader participation is then required to discuss the cities created.
(3) "Construction College"—an offering of Kajima's extensive know-how and knowledge gained through years of experience. One course focuses on Construction CALS/EC (Continuous Acquisition and Life-Cycle Support/Electric Commerce) to implement information sharing.

**From Sri Lanka**

## Sri Lanka-Japan Friendship Bridge Completed

In September 2000, Kajima completed the Sri Lanka-Japan Friendship Bridge (Phase-II) in Colombo, Sri Lanka, with construction finished in just 30 months. The bridge is located in the northern part of Colombo, the country's largest city.

In 1895, the suzerain British Empire built the legendary Victoria Bridge over the River Kelani. However, this steel-truss two-lane bridge had been deteriorating due to long years of use and was determined to be structurally unsafe. The Japanese government, therefore, granted a loan for the construction of a prestressed concrete bridge downstream of the Victoria Bridge, which was subsequently closed. Kajima completed the Sri Lanka-Japan Friendship Bridge (Phase-I) in 1992.

To manage the ever-increasing amount of traffic in the region, the Sri Lanka-Japan Friendship Bridge (Phase-II) was planned, and, with a total length of 228m in seven spans, the bridge has taken over both the location as well as previous function of the Victoria Bridge. The six-lane road on the Sri Lanka-Japan Friendship Bridge (Phase-I & Phase-II) has greatly lightened the traffic congestion to the city's entrance.

The bridge, as its name implies, symbolizes the close, friendly relationship between the two countries and welcomes visitors to Sri Lanka as the gateway from the international airport.

**From Egypt**

## Suez Canal Bridge Takes Elegant Shape

In April 1998, Kajima formed a consortium with NKK Corporation and Nippon Steel Corporation to tackle this epochal project.

On September 22, 2000, the project's Phase-II contract was awarded to the Kajima-led consortium. With the Chairman of the General Authority for Roads, Bridges, and Land Transportation and the Egyptian Ambassador to Japan present, the signing ceremony for the Phase-II contract took place on the same day, with high expectations of an early completion from everyone attending.

Now, all efforts are being made to complete the bridge by September 2001, the newly set target date. The completion of the bridge will have a great impact on and significance for the regional economy. It will literally

unite the continents of Asia and Africa and symbolize the everlasting friendship between Japan and Egypt. People and goods will have easy access across this bridge that, without a doubt, will broaden the lives of millions of people.

The bridge will have a total length of 3,900m, and the Kajima-led consortium is responsible for the construction of the main bridge section (730m) as well as a 1,120m section of the approach bridge, financed by the Japanese Official Development Assistance Program.

**From the United States**

## Kajima Subsidiary Selected by CNBC for the Construction of New Global Headquarters and Broadcasting Studios

Commercial Developments International/East, Inc. (CDI/East), a subsidiary of Kajima U.S.A. Inc., has been selected by CNBC (a trademark of the National Broadcasting Company, Inc.), as the developer of its new global headquarters and broadcasting studios in Englewood Cliffs, New Jersey.

The state-of-the-art facility, dubbed “the electronic Wall Street of the world” by CNBC, will be a phased construction, with 300,000 square feet built immediately and an additional 200,000 square foot expansion planned.

The 22-acre site includes the 15-acre site formerly occupied by Unilever and 900 Sylvan Avenue, the CDI/East-owned building that currently houses the headquarters of Kajima U.S.’s operations. These two sites, when combined, are large enough to accommodate CNBC’s short- and long-term occupancy needs.

To meet CNBC’s 18-month occupancy deadline, CDI/East assembled a world-class development team within the Kajima U.S.A. Group.

The synergy of the combined experience, talent, and expertise of the Kajima Group is unique within the construction industry. The communication among the companies and the common goals of CDI/East, KUD International, LLC., and Kajima Construction Services, Inc., allow the team to provide a seamless, focused, cohesive service to corporate clients. The CNBC project exemplifies the best qualities of the Kajima Group: creativity, enthusiasm, talent, and teamwork—a winning combination.

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